

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: 2008 City of Sanford Golden Age Games Agreement

DEPARTMENT: Economic Development

DIVISION: Tourism

AUTHORIZED BY: William McDermott

CONTACT: Fran Sullivan

EXT: 2906

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute an agreement with the City of Sanford in the amount of \$1,000.00 to sponsor the 2008 City of Sanford Golden Age Games.

County-wide

William McDermott

BACKGROUND:

The Golden Age Games enters its 34th year in 2008. Seminole County has sponsored this event for a number of years. Recognized as the "Nation's Oldest Senior Games," the event is designed to attract individuals fifty years of age and over from all over the nation, providing an opportunity for participation in many different sports and game events. The entire event takes place over a 7-day period in November.

Estimated direct economic impact is \$543,585. Based on a decrease in hotel rooms generated by the event over the past three years and only twenty hotel rooms projected for the 2008 event, the Tourist Development Council recommends funding in the amount of \$1,000. Tourist tax funds will be used to promote and advertise the event. Funds are available in Tourism Development's FY 08-09 promotional budget.

STAFF RECOMMENDATION:

Staff recommends that the Board approve and authorize the Chairman to execute an agreement with the City of Sanford in the amount of \$1,000.00 to sponsor the 2008 City of Sanford Golden Age Games.

ATTACHMENTS:

1. Agreement
2. Revised Exhibit B

Additionally Reviewed By:

☐ County Attorney Review (Ann Colby)

**CITY OF SANFORD GOLDEN AGE GAMES 2008
TOURIST DEVELOPMENT TAX FUNDING AGREEMENT**

THIS AGREEMENT is made and entered this _____ day of _____, 20____, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and the **CITY OF SANFORD**, a Florida municipal corporation, whose mailing address is P.O. Box 1788, Sanford, Florida 32772-1788, hereinafter referred to as "CITY".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the "Local Option Tourist Development Act" in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based Golden Age Games to be held November 8-14, 2008, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CITY agree as follows:

SECTION 1. TERM. The term of this Agreement is from the date of execution by the parties through September 30, 2009, unless earlier terminated as provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party as provided for

herein or, at the option of COUNTY, immediately in the event that CITY fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CITY after CITY has received notice of termination. Upon said termination, CITY shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) CITY shall use funds from this Agreement to promote the Golden Age Games (the "Games") in a manner as to encourage out-of-County visitors to attend the Games. Such effort shall be as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with telephone numbers and website address must appear on all promotional material for which reimbursement will be requested.

(c) CITY shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY in advance of publication and/or distribution shall not be eligible for reimbursement.

(d) Promotional packages for the Games sent out by CITY must contain a list of Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for reimbursement.

(e) CITY shall permit a third party company, designated by the COUNTY, to conduct on-site surveys during the Games to coordinate the survey process. CITY shall cooperate in making the Games accessible in whatever manner necessary for completion of the survey.

(f) After-event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30)

days after the Games.

(g) A hotel poll reflecting an accurate accounting of room nights used for the Games shall be conducted by CITY and submitted to COUNTY no later than thirty (30) days after the Games.

(h) CITY shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at the Games. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(i) Failure to comply with or failure to meet the requirements of this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CITY by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY, its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions, and negligence of CITY, its officers, employees, and agents in the performance of services provided hereunder and CITY hereby agrees, to the limits allowed by Florida law, to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability of whatsoever type or nature howsoever arising, relating in any way to the acts or omissions of CITY and its officers, members, agents, and employees.

(b) **Insurance.**

(1) CITY shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY, its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given

not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by CITY, CITY shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate of Insurance shall contain a statement that it is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CITY shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CITY shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.


(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by CITY shall relieve CITY of its full responsibility for performance of any obligation including its indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: 1) lose its Certificate of Authority, or 2) fail to maintain the requisite Best's Rating and Financial Size Category, CITY shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CITY has replaced the unacceptable insurer with an insurer acceptable to COUNTY, CITY shall be deemed to be in default of this Agreement.

(6) Specifications.  Without limiting any of the other obligations or liability of CITY, CITY shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance shall become effective prior to the commencement of the Games and shall be maintained in force until this Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CITY's insurance shall cover CITY for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than

the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CITY (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
General Aggregate	Three (3) Times the
Personal & Advertising	Each Occurrence Limit
Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CITY pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be excess of and not contributing with the insurance provided by or on behalf of CITY.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide financial assistance to CITY up to a maximum sum of ONE THOUSAND AND NO/100 DOLLARS (\$1,000.00) for all services provided hereunder by CITY during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(a) Receipt by COUNTY of the Request for Funds Form, attached hereto and incorporated herein as Exhibit B, from CITY requesting all of the funds for which the CITY is seeking reimbursement. The Request for Funds Form shall be completed properly with attached documentation including original or copies of invoices and copies of canceled checks.

Such request by CITY shall only be for services specifically provided for herein necessary to serve Seminole County and as authorized under

Section 125.0104, Florida Statutes. Said Request for Funds Form shall be submitted no later than ninety (90) days after the Games. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to CITY under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that CITY is providing the services for which reimbursement is sought and has complied with all provisions of this Agreement including all reporting requirements;

(c) The Request for Funds Form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the Games, funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit C, shall include, but not be limited to, the actual number of hotel or motel rooms occupied, restaurant meals consumed and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
 Seminole County Tourism Development
 1230 Douglas Avenue, Suite 116
 Longwood, Florida 32779

Duplicate: Director, Department of Finance
 Seminole County Services Building
 1101 East First Street
 Sanford, Florida 32771

(e) Reimbursement shall be contingent upon CITY's compliance with the requirements as stated in Exhibit A.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, CITY shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. CITY shall transmit and certify interim records with each Request for Funds Form submitted to COUNTY. Each Request for Funds Form shall detail costs incurred as referenced in Exhibit A. Additionally, CITY shall submit a financial report within ninety (90) days of project completion or lapse

or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to CITY shall not duplicate programs for which monies have been received, committed or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit A. Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food, and beverages; and wages, salaries, administrative, or travel expenses other than those appearing, if any, in Exhibit A.

SECTION 8. UNAVAILABILITY OF FUNDS. CITY acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to CITY as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by CITY after CITY has received such notice of termination. In the event there are any unused COUNTY funds, CITY shall promptly refund those funds to COUNTY, or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. CITY shall allow COUNTY, its duly authorized agent, and the public access to such of CITY's records as are pertinent to all services provided hereunder at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

SECTION 14. COMPLIANCE WITH LAWS AND REGULATIONS. In providing all services pursuant to this Agreement, CITY shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CITY as provided hereinabove.

SECTION 15. CONFLICT OF INTEREST.

(a) CITY agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

(b) CITY hereby certifies that no officer, agent, or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5 percent), either directly or indirectly, in the business of CITY to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CITY hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:

Janet Dougherty
JANET DOUGHERTY, City Clerk

CITY OF SANFORD

By: Linda Kuhn
LINDA KUHN, Mayor

Date: _____

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

By: _____
BRENDA CAREY, Chairman

Date: _____

For the use and reliance
of Seminole County only.

Approved as to form and
legal sufficiency.

As authorized for execution by
the Board of County Commissioners
at their _____, 20____,
regular meeting.

County Attorney

AEC/lpk

7/25/08

P:\Users\Legal Secretary CSB\Economic Development\Golden Age Games Sanford.doc

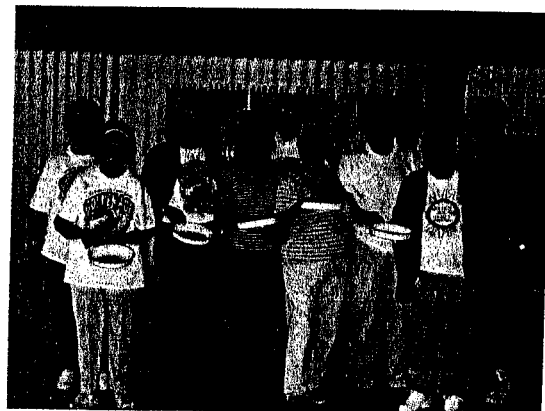
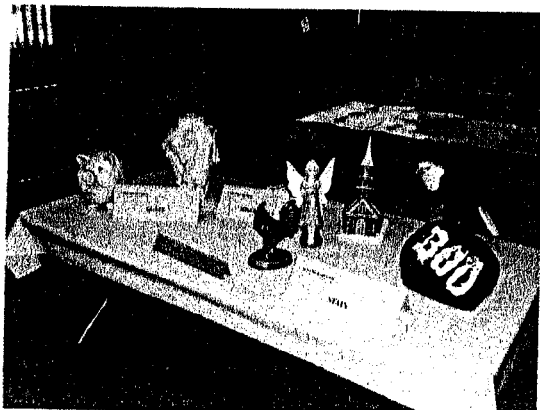


Attachments:

- Exhibit A - Project Description and Expenses
- Exhibit B - Request For Funds Form
- Exhibit C - Final Economic Report Form

EXHIBIT A

34th
Golden Age Games
November 8-14, 2008
Application
for
Sponsorship Funds
FY-08-09



APPLICATION
TOURIST DEVELOPMENT SPONSORSHIP
FY 2007-08

I. GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

(1) NAME OF ORGANIZATION City Of Sanford

(2) COMPLETE ADDRESS: Sanford Senior Center

STREET 401 E. Seminole Blvd or P.O. Box 1788 (Mailing)

CITY Sanford

STATE FL ZIP 32771 or 32772

PHONE (407) 302-1010
Mail eltonhek@sanfordfl.gov

FAX (407) 302-1090 E-

(3) NAME OF EVENT/PROJECT Golden Age Games

DATE OF EVENT Nov. 8-14, 2008 LOCATION OF EVENT Various Locations

DESCRIPTION OF EVENT Senior Olympics w/ Athletic and Non-Athletic Events

(3) CONTACT PERSON Kim Eltonhead

(4) ORGANIZATION'S CHIEF OFFICIAL Kristi Aday

TITLE Acting City Manager

ADDRESS (IF DIFFERENT FROM ABOVE)

STREET 300 N. Park Ave

CITY Sanford

STATE FL ZIP 32771

PHONE (407) 688-5001
Mail dayk@sanfordfl.gov

FAX (407) 330-5616 E-

(6) AMOUNT REQUESTED \$5,000

(7) INTENDED USE OF FUNDS:

Bid Guarantee ☐

Promotion/Marketing X

- (8) A DETAILED, ITEMIZED MARKETING PLAN IS REQUIRED. INCLUDE COSTS AND CIRCULATION/DISTRIBUTION. USE THE SPACE PROVIDED BELOW OR YOU MAY USE A SEPARATE SHEET IF YOU PREFER.

MARKETING PLAN FOR TOURISM FUNDS

BROCHURE/FLYER:See Attached

MAGAZINE:N/A

NEWSPAPER:See Attached

RADIO/TV:See Attached

INTERNET:See Attached

OTHER MEDIA:N/A

Marketing Plan for Tourism Funds

BROCHURE/FLYER:						
Flyer mailed to senior ctrs is Seminole, Orange and Volusia Cty (cost of printing and postage)						\$ 30.00
Poster displayed in Seminole County						\$ 120.00
MAGAZINE:						
Lake Mary Life Magazine Community Calendar		No Charge				
Seminole Magazine Community Calendar		No Charge				
Orlando Weekly Community Calendar		No Charge				
50+ Survival Guide Bi-Monthly/Senior Magazine						\$400.00
NEWSPAPER:						
<i>See separate breakdown</i>						
RADIO/TV:						
SGTV (Seminole County Government Television)		No Charge				
Cumulus Broadcasting of						
INTERNET:						
We send the information to on-line businesses with community calendars. Since these are free calendars we cannot guarantee the information will be posted.						
106.7XL		No Charge				
City of Sanford		No Charge				
Ft Lauderdale Sun Sentinel		No Charge				
K92 FM		No Charge				
Majic 107.7 FM		No Charge				
Newcitiesonline.com		No Charge				
News Channel 13		No Charge				
Northwest Florida Daily News		No Charge				
Orlando Sentinel		No Charge				
Orlando Weekly Online		No Charge				
Sanford Herald		No Charge				
Seminole County Visitors Bureau		No Charge				
Seminole Magazine Online		No Charge				
St Augustine Record		No Charge				

INTERNET:						
Star 94.5 FM	No Charge					
Tampa Bay Times	No Charge					
Weather Channel	No Charge					
Wesh Channel 2	No Charge					
Weus 810 AM	No Charge					
Wftv Channel 9 IC Florida	No Charge					
OTHER MEDIA						
N/A						
Total Charges	\$550.00					
Newspaper						
50+ Survival Guide	Days	Circulation	Ad Size	Distribution		Cost
Daily Sun	Bi-Mth	10,000 Bi-Mo	3x3	Seminole & Orange Cty		400.00
Daytona Beach News Jrnl	2	40,000 Daily	2-4x7	Lake, Marion & Sumter Cty		610.00
Florida Today	3	101,000 Daily	2x3; 1-2x11	Volusia & Flagler Ctys		790.00
Free Press Ocala	5	87,000 Daily	2-3x3	Brevard Cty		1,140.00
Ocala Leader	2	13,800 Week	2-3x3	Marion Cty		250.00
Ocala Star Banner	2	8,500 Weekly	2-3x3	West Marion Cty		365.00
St Augustine	1	58,000 Daily	be determined	Marion Cty-Portions Lake, Leevy, S		665.00
The Reporter	2	18,000 Daily	2-3x3	St Johns Cty-North Flagler		240.00
	2	24,000 Week	2-3x3	Marion Cty-The Villages		365.00
Estimated Cost						
						5,375.00
Out of County Advertising						
						5,225.00
In County Advertising						
						150.00

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
- (2) What services does your organization provide?
- (3) How will your organization monitor expenditure of funds?
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?
- (5) What is your organization's experience in managing sponsorships and grants?

Provide three (3) years of this event's history, if applicable.

Previous Event:Golden Age Games 2007

DateNov 3-7, 2007 LocationVarious Sites

Contact Name/Phone:Kim Eltonhead (407) 302-1010

Out-of-State Participants10 Room Nights 20 Economic Impact 668,834.

Previous Event:Golden Age Games 2006

DateNov 4-10 LocationVarious Sites

Contact Name/Phone:Kim Eltonhead (407) 302-1010

Out-of-State Participants 40 Room Nights 72 Economic Impact 865,578

Previous Event:Golden Age Games 2005

DateNov 6-12 LocationVarious Sites

Contact Name/Phone:Kim Eltonhead (407) 302-1010

Out-of-State Participants 50 Room Nights 100 Economic Impact 604,100

II. Details on your organization

(1) What are your organization's goals and objectives?

The Golden Age Games (GAG) is an undertaking of the City of Sanford. We are faced with the challenge of providing a friendly, competitive atmosphere for athletes to compete in. This year the Golden Age Games will be entering their 34th year. Even though we are recognized as being the "Nation's Oldest Senior Games", we continually strive to improve the quality of our games.

Expansion of tourism in Sanford and Seminole County is one of the primary goals of the organizing committee of the Golden Age Games. The Golden Age Games are designed to attract visitors from all over the nation. Our goals and objectives of the games include:

1. Increasing participation on both a local, state and national level.
2. Continue to provide a wholesome, enjoyable atmosphere for athletes to compete and socialize in.
3. To increase and make aware of the benefits of physical activity.

(2) What services does your organization provide?

The Golden Age Games are for individuals fifty (50) years of age and older. The City of Sanford will organize and administer the Golden Age Games. The games provide seniors a change to participate in many different sporting and game events. Our seniors are able to participate both competitively and recreationally-allowing everyone to enjoy their events. In addition to the athletic events, the games also provide social and leisure activities. We host a mid-week banquet and talent show.

(3) How will your organization monitor expenditures of funds?

The Golden Age Games and all funds and budgetary accounting are directed and controlled by the City of Sanford Leisure Services, which is audited annually.

(4) How will your event bring additional visitors and hotel room nights to Seminole County?

Since the Golden Age Games offer a variety of many individual events, it encourages both participants and spectators to stay in Seminole County for several days. The entire event takes place over a six-day period in November. From our data, we have determined that most participants enter three events and therefore, may need to stay in the area for multiple days. In addition to that,

some events are themselves multiple day events (i.e.: Tennis) so those participating will need to be here for a few days. We have estimated out of state participants of thirty and out of county participants at approximately seven hundred, some of whom will stay an average of two nights in local hotels.

(5) What is your organization's experience in managing sponsorships and grants?

The City of Sanford has been the recipient of sponsorships and grants for many years. The Golden Age Games have always relied heavily on such financial support and the management of all donations, sponsorships, and/or grants are of utmost concern. Our largest sponsorship is Central Florida Regional Hospital, although each year we have from 4-15 different sponsors for the games. Besides from the Golden Age Games, the City of Sanford has been involved with various sponsorships for other events.

III. EVENT INFORMATION (Use additional sheets where necessary.)

- (1) NAME OF EVENT: Golden Age Games
- (2) NUMBER OF DAYS: 7 DATE: November 8-14, 2008
- (3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)
NAME: N/A
ADDRESS: N/A
PHONE: N/A
- (4) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY? The Golden Age Games reflect the City of Sanford and Seminole County's belief that seniors are a vital part of the community and this commitment demonstrates to other communities how important seniors are to all of us.
- (5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS? Not at the present time.
- (6) PROJECTED NUMBER OF:
LOCAL PARTICIPANTS 300
LOCAL GUESTS 150
OUT-OF-TOWN PARTICIPANTS 750
OUT-OF-TOWN GUESTS 350
OUT-OF-TOWN MEDIA 0
- (7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: 20
- (8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. \$43,585.

**PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM.
(A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON
www.visitseminole.com)**

Seminole County - Economic Impact

How much will event organizers spend locally?	Quantity	Multiplier	Event days	TOTALS
How many adult out-of state participant days expected?	30	\$ 139.00	7	\$ 29,190.00
How many adult out-of state spectator days expected?	15	\$ 139.00	7	\$ 14,595.00
How many out-of state media/professional days expected?	0	\$ 139.00		\$ -
How many youth out-of state participant days are expected?	0	\$ 69.50		\$ -
How many youth out-of state spectator days are expected?	0	\$ 69.50		\$ -
How many in state participant/spectator/media/ professionals expected?	1050	\$ 68.00	7	\$ 499,800.00
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 543,585.00
Total output economic impact:	Direct Impact	Divider	Multiplier	
Total earnings impact:	\$ 543,585.00		1.5	\$ 815,377.50
Total employment impact:	\$ 543,585.00	1,000,000	0.57	\$ 309,843.45
			22	11.96
	Non-Taxable			
	Sales			
STATE SALES TAX GENERATED:	Direct Impact		Sales Tax Rate	
	\$ 543,585.00		0.06	\$ 32,615.10
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 32,615.10	0.09653	\$ 3,148.34
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 543,585.00		0.01	\$ 5,435.85
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:	20	40	\$93.00	\$ 3,720.00
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ 3,720.00		0.03	\$ 111.60
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 8,695.79
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ 8,695.79

IV. SPORTING EVENT (If Applicable)

(1) NAME OF SPORT/EVENT: Golden Age Games

(2) LOCATION OF EVENT: Various Sites

Have Facility(s) been secured? Yes Facility(s) cost: Donated

(3) TOTAL NUMBER OF FIELDS NEEDED: One

(4) TOTAL NUMBER OF FIELDS NEEDED PER DAY: One Field-One Day

(5) NUMBER OF LIGHTED FIELDS REQUIRED: None

(6) PROVIDE FIELD USE TIMES BY DAY: Saturday November 9, 2008

(7) SPECIAL FIELD REQUIREMENTS (PLEASE SPECIFY): None at this time

(8) SPECIAL SITE REQUIREMENTS: None at This Time

—

V. CULTURAL/CIVIC EVENT

SITE REQUIREMENTS: See attached schedule of events

TOTAL EVENT BUDGET

Please complete the following budget summaries:

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		
Housing		
Food		1500
Sanction Fees		
Site Fees		
Rights/Guarantees Fees		
Officials		
Awards		150.
Equipment		200.
Rentals		650.
Insurance		
Security		
Labor		
Marketing/Promotions		5000.
Administrative Costs		
Other Expenses		
Medals		
T-Shirts		3000.
Printing and Postage		1500.
Mid-Week Banquet		1000.
Total In-Kind Expense		
Total Cash Expense		13000
TOTAL EXPENSE		

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		6500.
Contributions**		500
Grants		
Sponsorships**	1000.	
Sales		
Room Rebates		
Tourism Funds		
Other Income		
Total In-Kind Income	1000.	
Total Cash Income		7000
TOTAL INCOME		8000

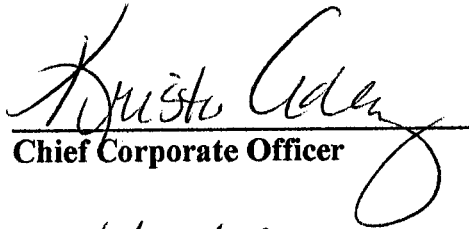
** Please provide a summary of current sponsors/contributors including the amount of their cash and/or in-kind contribution.

Please Note: If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted.

Attachments: Exhibit "B"
Sample Questionnaire
Event Checklist

CERTIFICATION

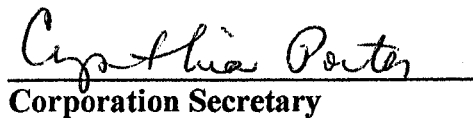
I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.



Chief Corporate Officer

6/16/08
Date

Seal



Corporation Secretary

6-16-08
Date



**34th Annual
Golden Age Games
Schedule of Events
2008
(Tentative Schedule)**

ACTIVITY	TIME	LOCATION	SPONSOR
SATURDAY NOVEMBER 8, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
Track & Field*	9AM	Seminole High School	Kiwanis Club
Archery	9AM	Historic Sanford Stadium	City of Sanford
Horseshoes	10AM	Sanford Senior Center	City of Sanford
SUNDAY NOVEMBER 9, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
5k Road Race Check-in & Race	6:30-7:30 AM	Site to be determined	City of Sanford
5K Cycling	10AM	Site to be determined	City of Sanford
10K Cycling	To follow 5k	Site to be determined	City of Sanford
MONDAY NOVEMBER 10, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
Hobby-Craft Photo Show	8AM-4PM (exhibitors only)	Sanford Senior Center	Sanford Senior Center
Golf-Calloway	9AM	Mayfair Country Club	Mayfair Country Club
Golf-Scratch	10AM	Mayfair Country Club	Mayfair Country Club
Tennis*	9AM & 11:30AM	Lake Mary Tennis Ctr & Sylvan Lake Tennis Ctr	City of Sanford, City of Lake Mary & Sem. Cty
Bowling-Singles	9:30AM	Airport Lanes	Airport Lanes
Bowling-Singles	12:30PM	Airport Lanes	Airport Lanes
Billiards- Men's 8 Ball	10AM	Sanford Senior Center	City of Sanford
TUESDAY NOVEMBER 11, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
Hobby-Craft Photo Show	NOON-4PM (Open to public)	Sanford Senior Center	City of Sanford
Basketball Shooting	9AM	Salvation Army Gym	Rotary Breakfast Club
Billiards-Men's 9 Ball	10AM	Sanford Senior Center	City of Sanford
Tennis*	9AM & 11:30AM	Lake Mary Tennis Ctr & Sylvan Lake Tennis Ctr	City of Sanford, City of Lake Mary & Sem. Cty
Bowling-Doubles (Men & Women)	9:30AM	Airport Lanes	Airport Lanes
Bowling Mixed Doubles	12:30PM	Airport Lanes	Airport Lanes
WEDNESDAY NOVEMBER 12, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
Bocce	10AM	Westmonte Park	City of Altamonte
Tennis*	9AM & 11:30AM	Lake Mary Tennis Ctr & Sylvan Lake Tennis Ctr	City of Sanford, City of Lake Mary & Sem. Cty

Golf-Long Drive	9AM-1PM	Mayfair Country Club	Mayfair Country Club
Hobby-Craft Photo Show	9AM-4PM (Open to public)	Sanford Senior Center	Sanford Senior Center
Pancake Race	11AM	Sanford Civic Center	City of Sanford
Big Band Dance	2PM	Sanford Civic Center	Over 50 Club
WEDNESDAY NOVEMBER 12, 2008			
Mid-Week Banquet**	5:30PM	Sanford Civic Center	Over 50 Club
Talent Show***	7PM	Sanford Civic Center	City of Sanford
THURSDAY NOVEMBER 13, 2008			
Breakfast	7AM	Sanford Civic Center	Over 50 Club
Table Tennis	8:30AM	Salvation Army Gym	Seminole Sunrise Kiwanis
Tennis*(if needed)	9AM & 11:30AM	Lake Mary Tennis Ctr & Sylvan Lake Tennis Ctr	City of Sanford, City of Lake Mary & Sem. Cty
Hobby-Craft Photo Show	8AM-4PM (Pick up exhibits)	Sanford Senior Center	Sanford Senior Center
Swimming	9:30AM	Larry Dale Aquatic Center	City of Sanford
Bench Press	2PM	City Hall	Sanford Leisure Service
FRIDAY NOVEMBER 14, 2008			
Tennis*(if needed)	9AM & 11:30AM	Lake Mary Tennis Ctr & Sylvan Lake Tennis Ctr	City of Sanford, City of Lake Mary & Sem. Cty
Bocce	10AM-2PM	Eastmonte Center	City of Altamonte Springs

*** Must Pre-register**

**** Tickets must be purchased in ADVANCE from the Sanford Senior Center or an Over 50 Club Member**



EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

EVENT DATE FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$20,000

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)

Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

Exhibit "B"

Exhibit C

Seminole County - Economic Impact

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?		\$ 152.00		\$ -
How many adult out-of state spectator days expected?		\$ 152.00		\$ -
How many out-of state media/professional days expected?		\$ 152.00		\$ -
How many youth out-of state participant days are expected?		\$ 76.00		\$ -
How many youth out-of state spectator days are expected?		\$ 76.00		\$ -
How many in state participant/spectator/media/ professionals expected?		\$ 68.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ -
Total output economic impact:	Direct Impact	Divider	Multiplier	
Total earnings impact:	\$ -		1.5	\$ -
Total employment impact:	\$ -	1,000,000	0.57	\$ -
	\$ -		22	\$ -
		Non-Taxable Sales		
STATE SALES TAX GENERATED:	Direct Impact		Sales Tax Rate	
	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ -	0.09653	\$ -
		Non-Taxable Sales	Option Sales	
COUNTY LOCAL OPTION SALES TAX:	Direct Impact		Tax Rate	
	\$ -	\$ -	0.01	\$ -
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:				\$ -
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ -

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

EVENT DATE FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)
Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

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SIGNATURE _____ TITLE _____